

ABSTRACT OF THE DISCLOSURE

Search signal generating section 317 generates a search signal using a keyword contained in merchandise information on merchandise subject to market research 5 requested from a seller. Search signal distribution section 318 distributes the search signal to consumer terminal 103 provided with a personal profile with which various keywords contained in the merchandise information and evaluation values corresponding to the keywords are 10 registered, where the evaluation values are learned in advance based on a preference of a consumer. Reply signal processing section 319 receives from consumer terminal 103 a reply signal obtained from an evaluation value in the personal profile corresponding to the keyword 15 contained in the search signal.